

W D T V

The Allen B. DuMont Laboratories and the Management of WDTV, proud to have an active part in the "renaissance" of Pittsburgh, takes great pleasure in presenting the new, ultra-modern WDTV studios in Gateway Center.

This event climaxes almost six years of bringing to the Pittsburgh District viewers the finest in television entertainment—a fabulous success story made possible by courage, foresight and faith in the future of television.

The new home of WDTV combines beauty with the very best equipment and telecasting facilities. On the ground floor, Studio A, 75 x 75, provides ample space to present any large production and still has room for an audience of nearly 500 persons.

Studio B will care for news telecasts, panel shows and similar smaller presentations.

The ground level also has a large reception room and a sizable area for building sets and storage space.

On the lower level are the office for the program director and his aides; a completely equipped film department; news room; women's program headquarters and comfortable lounges for both talent and stage crews.

The second floor comprises the executive offices and the Master Control Room. Every portion of the studios was designed for most advantageous use in television.

The large mural in the reception room already has evoked much favorable comment. It is a montage showing many facets of telecasting. A TV cameraman is shown at Pittsburgh's "Point" picking up a wide variety of entertainment which is flashed by WDTV's powerful transmitter to the huge viewing audience in the four-state area.

Television, today, is an important part of everyday life in this area. Yet it was only a few years ago—1948 to be specific—that this great medium was viewed with much skepticism hereabouts. At that time, seven groups had applications for TV channels. All sorts of rumors clouded the picture and six of the groups decided to withdraw and wait for further developments. One applicant remained—the Allen B. DuMont Laboratories. Because Dr. DuMont was confident about the future of TV here, he was granted a channel and shortly afterwards the Federal Communications Commission "froze" delayed further actions for nearly four years.

WDTV went on the air Jan. 11, 1949, the day the coaxial cable was ready for service. It was an auspicious start although only about 3000 hardy pioneers had purchased TV receivers.

Viewers liked what they saw on WDTV and the increase in sets was spectacular. By mid-summer more than 25,000 receivers were "tuned in" and the figure leaped monthly until today there are more than 1,250,000 sets in the area served by WDTV.

In July of 1951, Harold C. Lund, was named general manager of the station. Mr. Lund's first move was to start the day's programming at 3 a.m. instead of noon. The pessimists frowned on the move but it proved highly successful both from an entertainment and sponsor's standpoint from the start.

On March 17, 1952, Mr. Lund inaugurated the "Swing Shift Theater" on WDTV from Midnight to 7 a.m. This was the first time in television history that a station provided regular programming to its viewers 24 hours a day. It also provided TV entertainment for the more than a quarter of a million people in the highly industrialized Pittsburgh area who finished their work around midnight.

ASTOUNDING as has been its entertainment growth, the result obtained by sponsors has kept pace. Reports of unusual sales success have been the rule rather than the exception. Between 700 and 800 sponsors have time on the station yet it is impossible to supply the demand. However the management makes every effort to allocate time equitably.

With all the clamor for time on WDTV, the management still adheres to its policy of widest possible public service. Millions of dollars have been raised for worthy charities and every event of wide public interest—both local and national—is carried by the station.

Dr. DuMont's foresight and confidence made possible TV entertainment in this area for four years during the "Freeze". This spirit, shared by the entire staff, will mean even greater strides for WDTV in the future.

